

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline

Principles of Small Business Management

MKTG 3306

September 1996

Term Three

Hours Per Week: 4

Credits: 4

Number of Weeks: 14

Total Hours: 56

Instructor: Brian Giffen

Office: IBM 308

Telephone: 451-6766

Office Hours: posted on door or by appointment

Prerequisites: Successful completion of the first year Marketing Program

Course Objectives

After successfully completing this course, the student will be able to:

- * describe the major personal characteristics that underlie entrepreneurial success and failure
- * assess whether a new venture concept has sufficient potential market demand, product/service provision capacity, management skills and financial commitment to represent a valid business opportunity
- * develop the components of a business plan, in whole and in part, to describe the growth of a business opportunity from concept to operating business
- * select the most realistic form(s) of financing for a small business
- * describe the fundamentals of franchising and buying a business as a means of initiating venture activity

This course is the core offering in the Small Business Option. Individuals seeking careers as entrepreneurs or as managers in entrepreneurial companies should extend their effort to the fullest. MKTG 3306 also provides a foundation for its twin course, MKTG 4407, offered in the winter term. MKTG 4407 explores the skills and strategies required to develop a growing company, through study of several cases of entrepreneurship.

Instructional Approach

Being able to apply information and skills rapidly and efficiently to real life situations is a cornerstone of success in a small business either for an entrepreneur or a success-oriented employee in an entrepreneurial company

The lectures will consist predominantly of discussion of key concepts in each subject area. Consistent attendance is a 'must' for success in this course.

The labs will largely consist of discussion of case studies. As the final examination emphasizes the ability to apply concepts to fact situations, the fullest possible participation in case discussions will provide the best preparation.

Required Text

There is no required text for this course. A set of key cases will be handed out in the first lab. **DO NOT LOSE THIS MATERIAL.** All written material will be handed out **ONCE** only: if you miss the hand out due to tardiness, lack of attention or any excuse other than illness, you should copy a fellow student's material.

Evaluation Structure

<i>Evaluation</i>	<i>Value</i>
Term Project (business plan)	25%
Final Examination	25%
Mid Term	20%
Group Assignment 1	10%
Group Assignment 2	10%
Participation/Attendance	10%

NOTE

Attendance requirements will be enforced as per the BCIT policy in the calendar. Excessive absence will be deemed to be missing more than two (2) labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination

Method of Evaluation

Term Project

The term project will be a business plan for a new venture that groups of 3-4 students will develop and present during one of the labs. The business plan must be submitted in a format that would be offered to an external funding source or joint venture partner.

Mid Term and Final Examination

The examinations will stress the student's ability to apply the concepts studied in lecture and lab to factual situations.

Group Assignments

Two group assignments, each worth 10%, will be completed:

Assignment 1: Feasibility Assessment of a New Venture

Students will conduct an assessment of the feasibility of a new venture assigned by the instructor

Assignment 2: Key Success Factors of a Lower Mainland Business

Students will identify and analyse the ingredients of success for a business in the Lower Mainland.

More detailed descriptions are found in the casebook.

Examination Policy

To receive credit for ANY marks for this course, students must receive an aggregate grade of 50% or greater from their combined score on the mid term and final examinations.

Principles of Small Business
Fall 1996 Schedule
 (note extra cases and reading will be added)

Week	Dates	Lecture	Lab	Assignments Due in Lab This Week?	Next Week's Cases/Reading	Notes
1	Sept 2-6	cancelled	-pick up casebook -read next week's cases	none	<i>Why My Business Failed</i> <i>Copyproof Paper</i>	business plan term project assigned
2	Sept 9-13	opportunity analysis 1 - discovering and defining entrepreneurial opportunities	<i>Why My Business Failed</i> <i>Copyproof Paper</i> <i>Group Assignment 1 assigned</i>	none	<i>Laurel Grove</i> (hand in) <i>Good Question</i>	business plan half pager due next week
3	Sept 16-20	opportunity analysis 2 - Market and Money	<i>Laurel Grove</i> <i>Good Question</i>	<i>Laurel Grove</i> (hand in) <i>Business Plan Half Page Description</i> (hand in)	<i>Martin 16</i> <i>Buy High</i>	Shinerama on Weds - 1995 best collector w in Small B
4	Sept 23-30	opportunity analysis 3 - Management and Moment	<i>Martin 16 / Group Assignment 2 assigned/ Buy High</i>	none	<i>Cover Concepts</i> <i>What's Love Got to Do With It?</i>	Group Assign 1 due next week lab: late=0

Week	Date	Lecture	Lab	Assignments Due in Lab This Week?	Next Week's Cases	Notes
	Oct 1-4	Business Plan 1	Cover Concepts <i>What's Love Got to Do With It?</i>	<i>Group Assignment 1 - Analysis of a Business Opportunity</i>	<i>Cover Concepts</i>	
	Oct 8-12	Business Plan 2	Cover Concepts	none	none	midterm is next week
	Oct 14-18	Midterm Exam	TBA	none	<i>MAC</i>	Oct 14 is Thanksgiving - no labs
	Oct 21-25	Business Plan 3	<i>MAC</i> / review mid term	none	<i>Bootstrapping/Capital Steps</i>	Group Assignment 2 due next week
	Oct 28-Nov 1	Financing 1	<i>Bootstrapping/Capital Steps/Lost Child Monitor</i> (video)	<i>Group Assignment 2 - Key Success Factors of a Local Business</i>	<i>The Enemy Within</i>	
	Nov 4-8	Financing 2	<i>The Enemy Within</i>	none	<i>Tooz Company Dogwash Design on Success</i>	Nov 6 is Tidball event

Week	Date	Lecture	Lab	Assignments Due in Lab This Week?	Next Week's Cases	Notes
1	Nov 11-15	Franchising	TooZ Company Dogwash Design on Success	none	<i>Campground for Sale</i>	Nov 11 is Remembrance Day - no labs
2	Nov 18-22	Buying a Business	<i>Campground for Sale</i>	none	<i>Pipe Dreams / Contractor vs Employee</i>	
3	Nov 25-29	People (1)	<i>Pipe Dreams / Contractor vs Employee</i>	<i>Business Plan Assignment</i>	review all notes and bring questions	begin prep for exam
4	Dec 2-6	People (2) / summary and review	review / practice exam	none	MKTG 4407 outline and casebook distributed	practicum material distributed for next term (Small Business section only)
5	Dec 9-13	Exam Period	none	none		